



NCDA&CS Marketing Division Overview



“Growing the State’s \$76-Billion Agriculture & Forestry Industry”

Domestic Marketing

Agribusiness
Development

International Marketing

Farmers Markets/
Agricultural Centers

Commodity Grading

Domestic Marketing



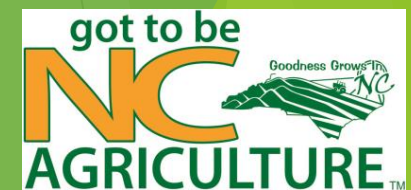
- 200+ Exhibiting Companies at Flavors of Carolina Food Show in Raleigh and Charlotte
- 100 Farmers Attended Harris-Teeter Buyer Meeting in Brunswick County
- 2017 Ag Buyer Expo

Military Partnership



- Troop support mess hall program, featuring North Carolina products
- Camp Lejeune serves 21,000 meals per day

Got to Be NC Video



Agribusiness Development



- Customized Business Plans
- Networking
- Peer-to-Peer Workshops
- Market News

Farmers Markets



- 4 State-Operated Farmers Markets
- 200+ Community-Based Farmers Markets

Commodity Grading Services

- ▶ 147 million pounds of fresh and processed products graded in FY 2014-2015

GAP Audits on Farms

- ▶ 225 GAP Audits; 20 percent increase YTD

What's Next?

COME GROW WITH US

\$100

BILLION



A Growing Retail Marketplace



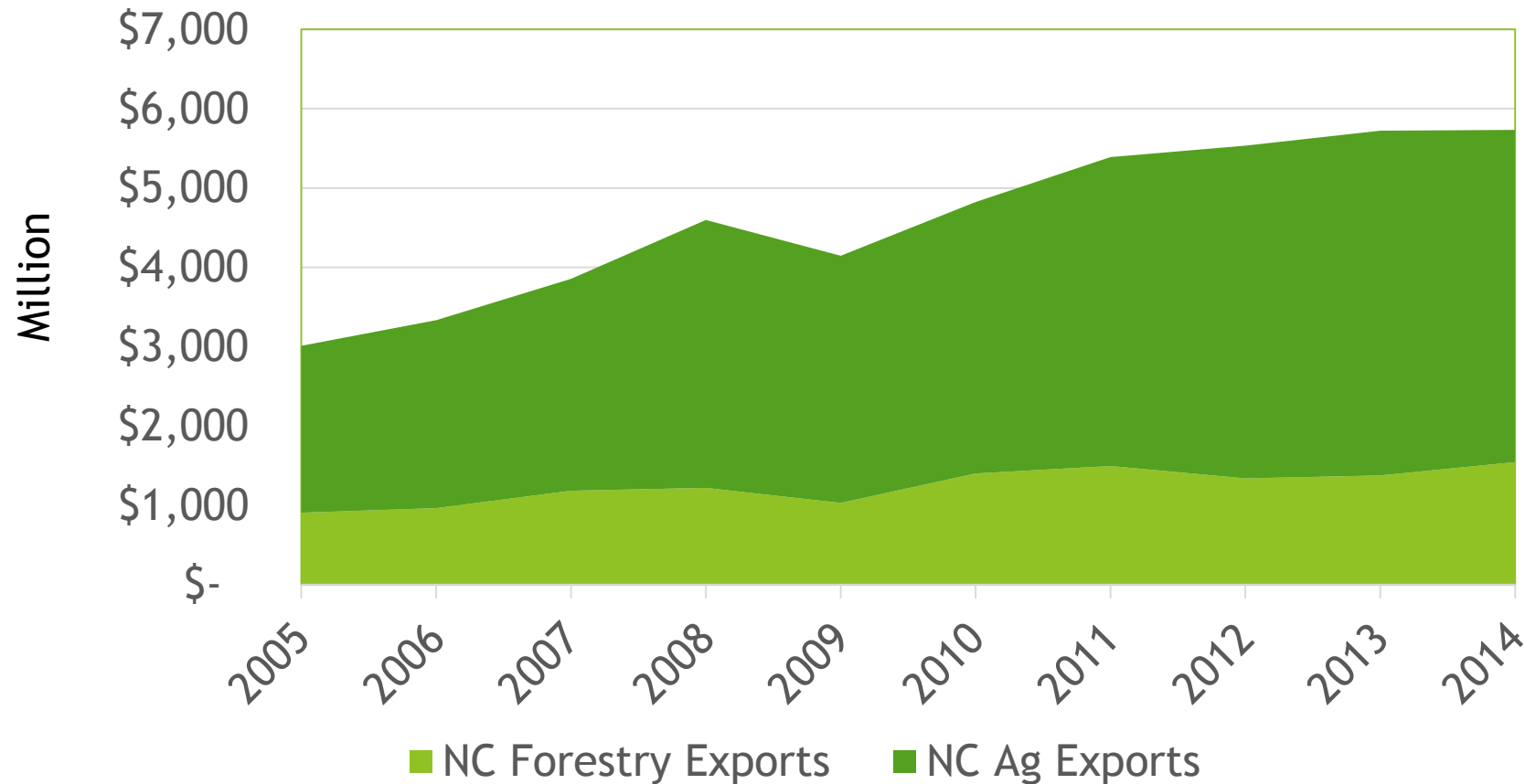
- Established Companies Embrace “Eat Local” Movement



- New Stores Moving into North Carolina

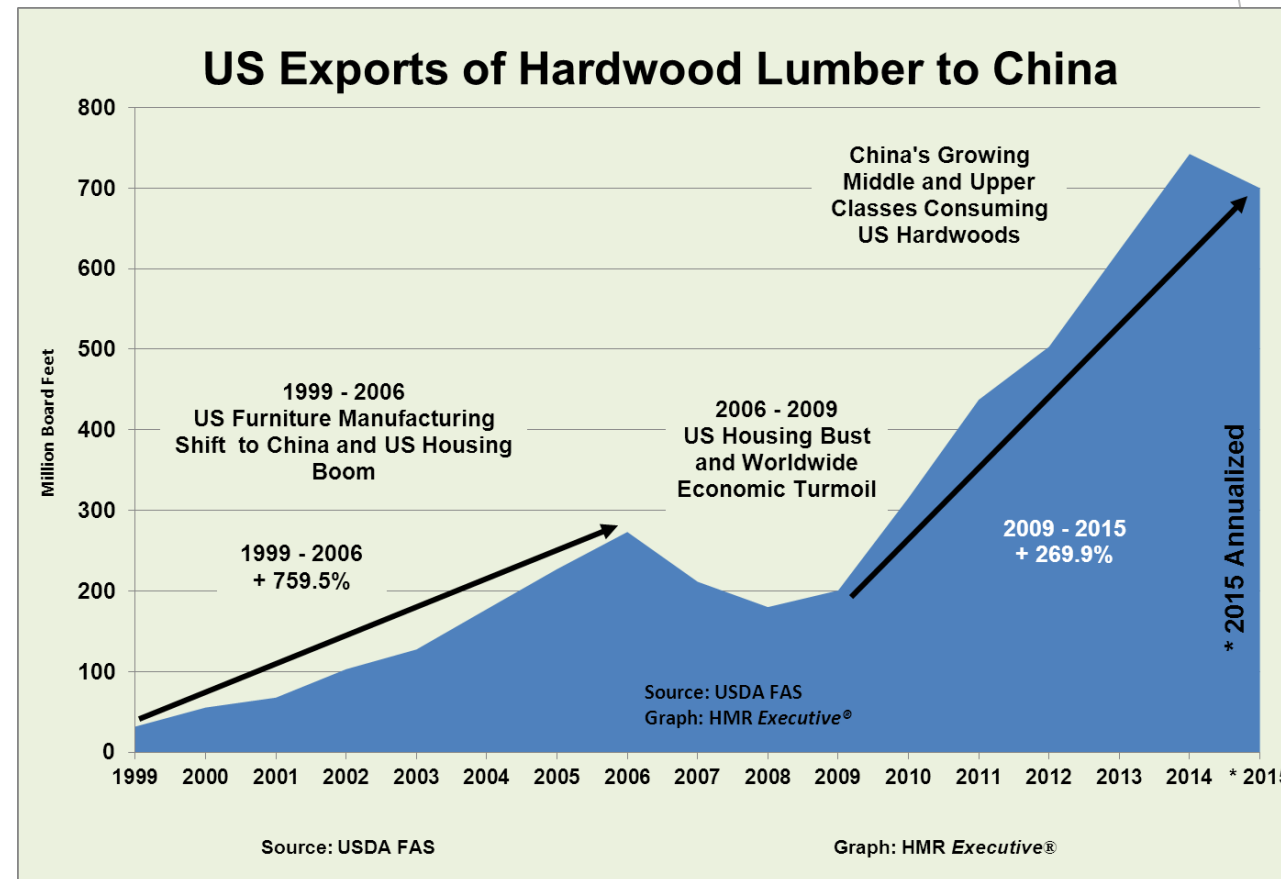
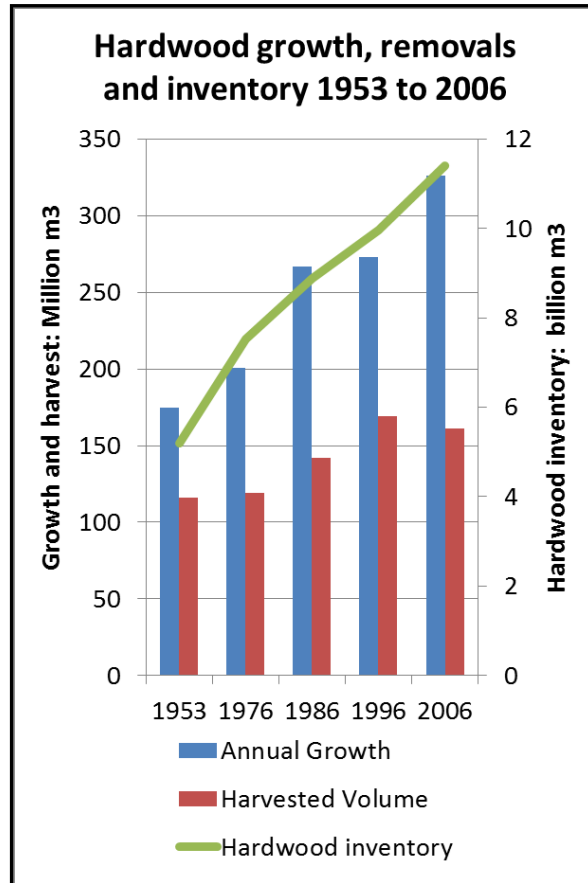


got to be **NC** AG EXPORTS



**Ag & Forestry Exports Nearly Doubled
2005 to 2014**

China is Great for N.C. Lumber Exports



Oaks Unlimited Named 2016 N.C. Exporter of the Year

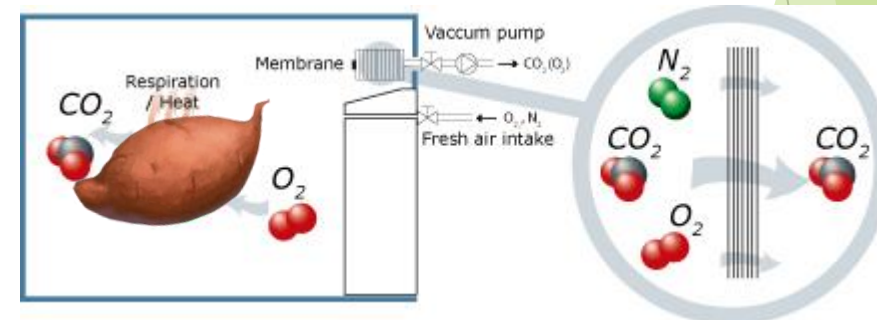


- Oaks Unlimited Exports 75 percent of its Production



Controlled Atmosphere Containers

The Future of International Marketing



GROWING BEVERAGE INDUSTRY



- Beer, Wine and Spirits Grow Business Abroad



“Dirty” Sweet Potatoes



Being Ready for a Mobile-First Society

Questions?

Joe Sanderson, Director

NCDA&CS Marketing Division

Joe.Sanderson@ncagr.gov or 919-707-3150

Peter Thornton, Asst. Director for Int'l Marketing

NCDA&CS Marketing Division

Peter.Thornton@ncagr.gov or 919-707-3153



Got to Be NC Video

